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### Journal of Business And Economic Studies

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## DEVOTIO

### Journal of Business and Economic Studies

Vol .10

No. 2

SCHOOL OF BUSINESS AND ECONOMICS  
UNIVERSITY OF SAN CARLOS

Cebu City, Philippines

DEVOTIO Journal of Business and Economic Studies

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ISSN: 2094-8794

Jointly Published by:

UNIVERSITY OF SAN CARLOS PRESS and  
SCHOOL OF BUSINESS AND ECONOMICS  
UNIVERSITY OF SAN CARLOS

University of San Carlos, P. del Rosario Street  
6000 Cebu City, Philippines

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**DEVOTIO**  
Journal of Business And Economic Studies

Vol. 10	July-December, 2016	No. 2
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## DOES SOCIAL VALUE MODERATE THE YOUNG CONSUMER'S INTENTION TO BUY GREEN PRODUCTS?

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**Abstract.** This study aims to investigate the influence of social value as a moderating variable that facilitates three exogenous variables: (1) the consumer's concern about the environment; (2) the consumer's belief in eco labels; and (3) the consumer's belief in environmental ads. The endogenous variable is the consumer's interest to buy environmentally friendly products (green purchase intention). Goods and services produced by green companies are more likely to be bought by consumers that are concerned for the environment (ecofriendly customer). Companies that are eager to win the hearts of consumers need to accommodate their preferences for eco or environmental products. Therefore, to gain the mind, heart, and pocket of consumers, producers have to know this trend. The research respondents are the young consumers who are believed to be pioneers of the green campaign and are supposed to be primary consumers for green products.

A survey instrument was distributed to 230 young respondents aged 17 to 21 in Semarang, Indonesia. During purchase, young consumers tend to consider their peers' opinion, so they will buy goods or services by considering social value—including in green-product buying.



Results revealed that social value had a significant moderating effect on the relationship between the consumer's belief in eco labels and purchase intention. Both simple regression analysis and moderating regression analysis found that there is no significant moderating effect of social value on the relationship between the consumer's concern about the environment, the consumer's belief in the environment ads, and purchase intention.

**Keywords:** green products, young consumer's purchase intentions, social value

## INTRODUCTION

Vast economic growth has led people to be overconsumptive, which then causes the exploitation of natural resources to support these particular needs. This causes degradation on humans' quality of life, and people tend to have more fragile health due to an unhealthy environment. Many environmental issues—such as global warming, unrecycled plastic waste and electronic waste containing dangerous substances, the use of coloring and preservatives substances not subject to food, and other environmental problems—have made people aware to pursue a healthier environment for life.

Economic growth and technology development have enhanced people's ability to have access to a healthy life behavior. A healthy life behavior is reflected on the consumption of products safe for health, for food, cosmetics, household cleaning products, and electronic appliances. The other factor that causes changes in consumer behavior is environmental awareness (Wahid, Rahbar, & Shyan, 2011). Made aware of their contribution toward environmental destruction, people start to change their attitudes and behaviors especially in consuming healthier and safer products both for themselves and the environment. The changes in consumer behavior in relation to friendly products have become a lifestyle demand to certain groups of people, particularly those of the middle class with the access to this area. Undoubtedly, products labeled "*green*" have become an option, driven by the perception as healthier and environmentally friendlier by people despite the higher prices of such products compared with the conventional ones.

Frei (1998) mentions that the community's actions to "back to nature" and then to "green society" have pursued companies to produce environmentally friendly products through environmentally friendly production processes as well as sparing some waste recyclable by the environment—this is what is called "green" by companies (Leonidou, Katsikeas, & Morgan, 2012). Being a "green" company is actually more profitable for them because they can make use of more efficient resources (not causing pollution, more efficient electricity and water) and gain higher positioning in customers' minds (Polonsky & RosenbergerIII, 2001). In the last few decades, such green action has become a lifestyle in countries with environmental awareness; even Indonesia, as a country with quite a fast-moving developing economic level, has adopted this green action. Although for Indonesian society, this has not yet reached the level of "not buying" (boycotting) certain products processed by environmentally harmful processes as it happens in developed countries. However, healthy life behavior has increased in recent years.

The awareness to view health as a future investment has led to a change toward healthier behavior as indicated by a higher level of awareness in purchasing healthy food products (organic); the use of safe cutlery free from carcinogens; and the change to a healthier lifestyle with the increase of sports and purchasing tools for health (Peter & C. Olson, 2010). The change in society's perception in terms of health has led to the change of attitude to be more concerned with environmental problems by consuming products that cause minimum effects on the environment. Society's demands for a healthy environment as part of their needs to pursue a healthy life. Thus, society makes efforts to keep a healthy environment with the use of environmentally friendly products in their daily lives as shown in lower plastic waste, the use of electrically efficient home appliances that are not harmful to the ozone layer, and the use of natural materials in food, which has become a process that supports environmentally friendly action, or green behavior (Mishra & Sharma, 2010).

Environmental issues have become the main focus for the last four decades. Since the 1980s, the awareness of society to be more concerned with environmental conservation in relation with the company's business practice has emerged, which in the previous years, has become confidential in companies. In Indonesia, as regulated by the Environmental



Preservation and Management Acts of 2009, clause 1, it is stated that the environment is the unity of space and all objects, energy, conditions and living beings, including humans and their behaviors, which influence its nature, continuity of life, and human welfare and other creatures. Based on the acts, those who break the law will get sanctions. Although the law regulates acceptable behavior toward the environment, in reality, there are rule-breaking actions done by companies, which cause natural destruction. Many people consider that companies conducting their social responsibilities are those whose operations concern environmental stability and giving a positive impact on their social community (Esen, 2013; Khojastehpour & Johns, 2014; Seo, 2014). A company's socially irresponsible behaviors will degrade and even ruin its reputation (Amujo, Laininun, Otubanjo, & Ajala, 2012). And thus, companies that conduct social responsibilities to their environment and community will gain a reputation or positive value from the community.

The community's awareness to preserve their nature and environment for a higher life quality contributes to the development of marketing knowledge and customer-behavior knowledge. Many studies have been conducted to find whether green marketing done by companies/marketers has impact on consumers' decisions to buy the environmentally friendly products (Bozup, 2012; Haery, Dehaghi, & Yazdani, 2013; Hello & Momani, 2014; Wahid et al., 2011).

Due to the fact that products friendly to both health and the environment are generally of the premium price (Papanagiou, Tzimira-Kalogianni, & Melfou, 2013), green behavior has not emerged in all levels of society. In their study on customers targeting environmentally friendly products, Laroche, Bergeron, and Barbaro-Forleo (2001) state that there is no difference in education and economic levels (measured by home ownership) toward the intention of purchasing environmentally friendly products. This is contradictory to previous studies as cited by Laroche from Berkowitz and Lutterman (1968) and (Anderson and Cunningham, 1972) that socially aware customers are those who have high education and middle- to high-economic-level conditions.

The high middle class, measured by their social economic and education levels, has become the dominating class for green behavior. The population of Indonesia in 2014 was 253,535,000 ([www.bps.go.id](http://www.bps.go.id)). Assuming that 20% of the population is in the high middle class and

10% are those who possess awareness in health and the environment (green society), there are approximately 5 million people who can be the target market for health- and environment-oriented products (Marketing Magazine, May 2015, and [www.swa.co.id](http://www.swa.co.id)), a relatively big number as a market opportunity for "green" products. This will get higher as the middle and high class population gets bigger and the awareness of concern for the environment becomes more widespread. In some studies on the awareness of environmental concerns, it is stated that although most customers mention that they have a high awareness of environmental concerns, such concerns do not go in accordance with their purchasing behavior of environmentally friendly products (Kumar & Ghodeswar, 2015; Tsarenko, Ferraro, Sands, & Mcleod, 2013).

A study on awareness of environmental concerns was also conducted by Laroche et al. (2001), who found that customers will not purchase products from environmentally destructive companies (polluters). Therefore, marketers should know the tools needed for companies to compete in the green era. According to Laroche et al. (2001), there are three green marketing tools to increase customers' knowledge on environmentally friendly products. They are (1) perception on eco labels; (2) perception on eco brands; and (3) perception on environmental advertisements. The result shows that eco labels and environmental advertisements do not influence purchasing behavior (Mei, Ling, & Piew, 2012).

Consumer decision especially in collective society is mostly influenced by the social group's decision, such as family and relatives (Turner, 1988). This different from individual society, where the purchasing decision is mostly taken without any other influence, for in a collective society group, social factors dominate consumer decision-making. In the process of purchasing a product, the factor of social-value influence is also bigger among the young than in an old group. Young customers do not prefer environmentally friendly products because such products are relatively more expensive than similar products without environmentally friendly statements (Suciarlo, Hung, Ho, & S. Sitohang, 2015). This study is to investigate if social value will strengthen the three exogenous variables investigated in this study: customers' concern for the environment (X1); customers' belief in eco labels (X2); and customers' belief in environment advertisements (X3) toward endogenous variables,



young consumers' intention to purchase environmentally friendly products.

The objectives of this study are to build a model of young customers' intention to purchase environmentally friendly products with the existence of moderating social values. Customers' purchasing intentions are influenced by concern and trust in the products.

Thus, the objectives of this study are as follows:

- to know the role of the customers' concern toward the environment in consumers' intention to purchase;
- to know the role of customers' beliefs in eco labels in consumers' intention to purchase;
- to know the role of customers' beliefs in environmental advertisements in consumers' intention to purchase;
- to know the role of social value in moderating the relationship between environmental concern; consumer belief in eco labels; consumer belief in environmental advertisements; and their purchasing intention.

## LITERATURE REVIEW

Consumer behavior becomes an important subject of research for marketers because such a behavior is directed toward the purchasing process by the customers. Therefore, the observation of customers' behavior needs to be done for the marketers to get a picture of how customers realize what they want and need for a real behavior—that is, purchasing (Peter & C. Olson, 2010).

In the last four decades, studies on consumer behavior have been conducted based on theories, namely *theory reasoned action (TRA)* and *theory planned behavior* (Aman, Harun, & Hussein, 2012; Southey, 2011; Vallerand, Pelletier, Deshaies, Cuetrier, & Mongeau, 1992; Wahid, Rahbar, & Shyan, 2011). Consumer behavior in purchasing green products is based on Fishbein dan Ajzen's *theory reasoned action* (TRA) (Ajzen, 1988; Southey, 2011). After examining the *expectancy value model* theory, Fishbein dan Ajzen composed the theory reasoned action, which mentions that someone's behavior is merely based on a certain reason after estimating a gap lying between attitude and behavior. According to the *theory of reasoned action*, there is a condition that

correlates someone's attitude and behavior called behavioral intention. Behavioral intention is the base of a behavior. Behavioral intention is driven by two main factors, namely attitude and social norms. In line with the expectancy-value theory, which believes that someone's attitude is determined by his or her expectancy toward values that they are to get, the formula determining attitude is that belief shows a certain behavior that results in a certain consequence against the evaluation of the consequence taken by a person.

The attitude toward the behavior is defined as a positive (or negative) feeling toward a particular object as the result of the comparison between the belief and the evaluation of consequences that are expected (will) taken from the consumption of the object (Vallerand et al., 1992). The second factor, subjective norm, is defined as someone's perception about other people's reference, which will become their consideration in taking a behavior's decision-making. Ajzen (1988) developed *theory reasoned action* (TRA) into *theory of planned behavior* (TPB) by adding *perceived behavioral control* variables. The explanation for this is in TRA; behavior is assumed to be *voluntary* or occurs by itself, while in TPB, someone's behavior can be caused by plans or control. For this reason, in *theory of planned behavior*, there is one addition that is different from that of *theory reasoned action*, and that is the *perceived behavioral control* variable.

*Green Purchase Intention*. In the study on behavior intention, due to the many factors causing behavior, it is hard to say that there is a perfect connection between intention behavior and actual behavior. However, intention can be used as a proxy to measure behavior. In behavior studies, researchers give the intervention by designing several variables that will be observed as the antecedent factor for behavior (or behavior intention).

Green marketing is a marketing process of a product that is considered safe for the environment. This means they do not only produce "green" products, but also, the entire marketing process of the products is also "green," including product modification, changes in the production process and packing process, and how promotional programs are done (Bagheri, 2014; Das, 2013). Companies conducting green marketing are considered as those that conduct social responsibility (Chitakornkijjil, 2012).



In the last two decades, consumers have started to pursue a healthier life and a friendlier environment as an issue that needs attention. A healthy environment has become a choice for the consumers who are concerned about the environment. Such a behavior, called *green behavior*, involves four elements; they are (Rahbar & Wahid, 2011) (1) belief and behavior oriented to the environment; (2) consumers' responses to pro-environmental marketing; (3) belief in products; and (4) marketing description and communication about a product to consumers.

An environmentally concerned consumer (*green consumer*) is a consumer who is consciously concerned about environmental issues in their consumer behavior and are aware of the consequences of their consumer's pattern toward the environment (Kumar dan Ghodeswar, 2015). A *green consumer* would rather buy products produced by green reputed companies as their support to the company's green programs. A *green consumer* will change consumers' consumption and behavior when he or she believes that his or her consumer behavior will give a negative result to the environment, and they will even do some boycott campaigns against the companies that contribute to environmental destruction (Granström, 2014).

Environmentally friendly purchasing behavior has two characteristics as follows: (1) the consumption of the products is beneficial for the environment; and (2) the waste or product residuals are recyclable or can be converted by nature (Wahid et al., 2011).

Although there is no standard definition about environmentally friendly products, in their study, Mei, Ling, and Piew (2012) state that an environmentally friendly product is that which grows naturally and does not contain chemical substances and unnatural substances, or if so, this should be approved by the authority—recyclable products, reusable and convertible-to-nature products, nonpolluting products, non-animal-testing products, products that are packed in reusable and refillable containers, as well as environmentally friendly products (Misra & Sharma, 2010). Based on the previous studies about purchase intention regarding environmentally friendly products, this study aims to find the correlation of the following variables: purchasing intention, concern to environment, and belief.

Purchasing intention regarding environmentally friendly products is defined as a condition of someone's possibility and intention to choose

"green" products compared to conventional ones. Studies on purchasing behavior regarding organic products are based on the positive attitudes toward the products (Zagata, 2012). According to Sharaf (Sharaf, Isa, & Al-Qasa, 2015) purchasing intention is someone's intention to buy a certain brand as a result of selection and evaluation from several variables attached to that particular product, such as brand, price, and quality.

*Consumer's Concern about Environment.* Bagheri's study (2014) about purchasing behavior discusses the factors that cause purchasing attitude or intention as conducted by many researchers; the result shows some findings that purchasing behavior regarding "green" products is preceded by concern about the environment (Aman et al., 2012; Wahid et al., 2011). Yet it is not in line with Pickett-Baker and Ozaki (2008), which state that without specific *value* and *belief*, there will never be behavior. Concern about the environment in Ramli and Rashid's study (2009) shows factors that make someone concerned about environment in two ways, namely (1) concern or attention to "green" products and (2) concern or attention to common environmental issues such as eliminating the wild habitat, rainforest destruction, and the necessity of action against dangerous waste and recycled materials that are produced by companies production processes. The study by Aman et al. (2012) citing Diamantopoulos et. al (2003) defines environmental concern as having three indicators; they are (1) knowledge on "green" issues; (2) attitude toward quality of environment; and (3) sensible attitude toward the environment. Considering the fact that concern toward environment can influence purchasing attitude on a product, I propose this hypothesis:

H<sub>1</sub>: Concern about the environment influences a consumer's intention to buy environmentally friendly products.

*Consumer's Perception about Eco Labels.* A label is a product component functioning to give information about its contents, expiration date, and other information relating to the product. An eco label is a label indicating the ecological performance of a product and its functions to protect consumers from overclaims about the "ecological" contents of a product (Ramli & Rashid, 2009). Eco labels give information about anything relating to the environment from the first stage the product is produced (materials, steps to produce, and packing), how to use so as not to cause any negative impacts to the environment, and how the product should be disposed to prevent its waste from polluting the environment.



On the label, there are normally 2 types of information; the first is from the producer and the second is from the authority controlling the distribution of the products. The information from the producer such as "safe for environment," "organic," "no animal testing," and "natural ingredient" generally state that such a product uses natural ingredients and thus is not endangering to humans' health and does not pollute to the environment. Meanwhile, information from the authority, such as SNI (Indonesian National Standard), as indicated in the SNI logo, states that the product has fulfilled the standard and is safe to consume. Control done by BPOM (Drugs and Food Control Office) usually checks the attached label first to know if there is a divergent and if there are some unhealthy additives in the products.

The study by Aschemann-Witzel, Maroscheck, and Hamm (2013) concludes that any claims stated on the organic products are stated to show control of the "trustworthy" and "advertisement" communication on their nutritious contents and the impact to health due to consumption. Wahid et al. (2011) point out that consumer belief in eco labels and "eco brands" positively influences purchase behavior. Yet a study conducted by Mei et al. (2012) mentions that eco labels do not influence purchase intention regarding "green" products. This is in line with D'Souza, Taghian, and Lamb (2006), who found that eco labels do not support purchase intention—especially for premium-priced products. In the decision-making for unfamiliar products, the function of a label is essential to give information to consumers and is emphasized on food products labeled "green," because basically, consumers are not really "green" minded yet (Janssen & Hamm, 2012). Hence, the proposed hypothesis is as follows:

H2: Belief in eco labels influences consumers' intention to buy environmentally friendly products.

*Consumer's Perception about Environmental Advertisement.* Marketing messages will be more effective if they are suitable for a consumer's present orientation. On the second phase of a consumer's decision-making in purchasing—gaining information—consumers tend to seek some marketing information/message according to their needs (Hsu & Chen, 2014; Peter & C. Olson, 2010). In *theory planned behavior*, the message becomes a *conditioning variable*, which is assumed to be the factor leading to purchase intention. Thus, the proposed hypothesis is as

follows:

H3: Belief in environmental advertisements influences consumers' intention to buy environmentally friendly products.

*Social Value.* The decision-making on purchasing, which is based on attitude, has a stronger prevalence for consumers in an individualistic culture than those in a collectivistic culture (Onwezen et al., 2014). In a collective culture, purchase intention has a bigger chance to be influenced by social "pressures" such as a persuading group and family and peer group, so that the role of social groups and social values takes a part in someone's decision-making, including purchase decision (Lee, 2008). Social dimensions reflect values to be built through the social image shown by the use of a certain product (Kakos, Trivellas, & Sdrolas, 2015). *Social value* becomes a supporting factor to purchase (Chi & Kiduff, 2011). The hypothesis on social-value variable is as follows:

H4: Social value influences consumers' intention to buy environmentally friendly products.

*Social Value as a Moderation Effect.* A study by Gärting, Fujii, Gärting, and Jakobsson (2003) finds that *social value* modifies the correlation between pro-environmental behavior and concern about consequences to the environment. Social value refers to the difference between self-orientation (proself) and social orientation (prosocial).

According to Steg and de Groot (2010), environmental concern is a prosocial attitude because concern toward the environment means that someone strives for others' benefits. A *pro-environmental attitude* emerges as a moral response, which is aroused because someone is convinced that environmental conditions can threaten other people, other creatures, and nature (Stern, Dietz, Abel, Guagnano, & Kalof, 1999). With support from the social value variable, in the constructed model, we will calculate the amount of contribution/support from the moderator variable toward the correlation between independent and dependent variables (Ferdinand, 2014, p.247).

The proposed hypothesis is as follows:

H5: The higher the social-value support, the stronger the correlation between consumers' concern about the environment and purchase intention.

H6: The higher the social-value support, the stronger the correlation between consumers' belief in ecolabels and purchase intention.



- 3a The higher the social-value support, the stronger the correlation between consumers' belief in environmental advertisements and purchase intention.

This research plan is described in this scheme:

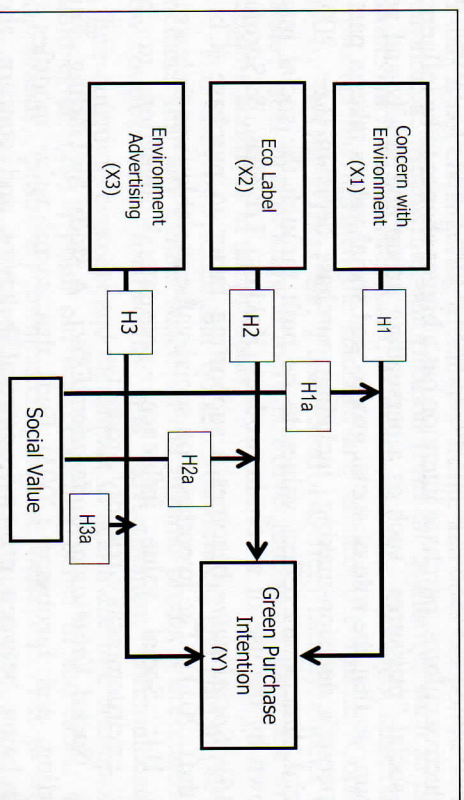


Figure 1. Research Mind Map

## METHODS

Recently, young people have become the focus of attention regarding environmental campaigns. As a sampling probability, this study uses 230 people of a young group (aged 17–21) in Semarang by means of a close-ended questionnaire with the following tested variable items: (1) environmental concern; (2) belief in eco labels; (3) belief in environmental advertisements; (4) social values; and (5) purchase intention. The questionnaire is designed with choices ranging from scale 1 (completely disagree) to 5 (completely agree). Referring to Lee (2008), the respondents are selected under the following qualifications: (1) having concern regarding environmental issues; (2) having the ability to access any information about environment; (3) having ability in environmental advertising; and (4) having social accessibility. Samples are taken from the youth regardless of their gender. Although in the studies by Laroche, Bergeron, and Barbaro-Forleo (2001) and Pickett-

Baker and Ozaki (2008), it is concluded that women have more concern about environmental issues than men, however, according to Lee (2008) and Bagheri (2014), there is no difference in terms of environmental concern between men and women.

Using the correlation statistic test, the result of the calculation correlation of each item with the total value of the questionnaire item validity test is valid (correlation value  $> 0.5$  and sig value  $< 0.05$ ). The questionnaire reliability test results to Cronbach's Alpha is 0.758 ( $> 0.5$ ), which means the questionnaire is reliable. From the skewness statistic value, it is shown that the data is normal.

## RESULTS AND DISCUSSION

The model built in this study uses the social-value variables as the moderation between the independent variables (concern toward the environment, belief in eco labels, and belief in environmental advertisements) with the dependent variables (purchase intention regarding environmentally friendly products). The moderated model tends to have the multicollinearity conditions; therefore, data transformation under the following formula is needed (Ferdinand, 2014, p.247):

$$(\text{Centered Variables} = \text{Raw Values} - \text{Average Value})$$

After the data is transferred to a "centered" standard, calculation and analysis is done under the following formula:

Regression Analysis without Moderation Variable. From the result of SPSS 16.0 with the independent variable of (1) concern toward the environment (CE); (2) belief in eco labels (EL); (3) belief in environmental advertisements (EA) and (4) social value (SV) with the dependent variable of purchase intention (PI), the results are as follows:



Table 3  
Regression Results without Moderate Values

Variable	Beta	Sig	Interpretation
CE - PI	0.377	0.000	Supported
EL - PI	0.088	0.141*)	Not Supported
EA - PI	0.199	0.009	Supported
SV - PI	0.144	0.038	Supported

The interpretation of the table above is as follows:

The environmental concern variable (CE) influences significantly and positively ( $p = 0.000$ ;  $\beta = 0.377$ ) toward purchase intention regarding environmentally friendly products.

The variable of consumers' belief in eco labels (EL) does not significantly influence ( $p = 0.141$ ) purchase intention regarding environmentally friendly products. However, if bigger tolerance is given to error levels up to 10% (commonly  $\alpha = 5\%$ ), it can be said that consumers' belief in eco labels has a weaker positive influence ( $\beta = 0.08$ ) toward the purchase intention regarding environmentally products.

Consumers' belief in environmental advertisements (EA) influences significantly and positively ( $p = 0.009$   $\beta = 0.122$ ) toward purchase intention (PI);

Social value variable (SV) influences significantly and positively ( $p = 0.03$ ;  $\beta = 0.14$ ) toward purchase intention regarding environmentally friendly products.

Thus, the result of the doubled regression analysis of the 4 exogenous variables (CE, SV, and EA) toward endogen variable (PI) points out that consumers' concern toward the environment (CE), social value (SV), and consumers' belief in environmental advertisements (EA) influences positively and significantly toward purchase intention regarding environmentally friendly products. However, the result of *R square* value, which is only  $R^2 = 0.331$ , shows that the influence of the three independent variables toward dependent variables mentioned

above is only 33.1% and is likely to be given the moderating *treatment* to increase the value of the "role" of the influence. Thus, the analysis is continued to the moderating model.

Regression Analysis with Moderating Variables. In order to know the moderation level of the social value toward the correlation between environmental concern (CE), consumers' belief in eco labels (EL), consumers' intention regarding environmental advertisements (EA), and purchase intention (PI), the first thing to do is transforming the data process become to data centered in the existing variables. The calculation result is as follows:

Table 4  
Regression Analysis with Moderating Variables

Variable	Beta	Sig	Interpretation
CE/ENV cent	0.085	.521	Not Supported
EL/ENV cent	-0.183	.048	Supported
EA/ENV cent	0.199	.070	Not Supported

From the calculation of the above table, it shows the following:

Social value has no significant moderating effect ( $p = 0.52$ ) on the relationship between consumers' concern toward the environment (CE) and purchase intention (PI).

Social value has a significant moderating effect ( $p = 0.04$ ) on the relationship between consumers' belief to eco labels (EL) and purchase intention (PI).

Social value has no significant moderating effect ( $p = 0.07$ ) on the relationship between consumers' belief in environmental advertisements (EA) and purchase intention (PI).

This finding is in line with regression analysis without moderation, so it can be concluded that the moderating effect of social value only



occurs in the relationship between consumers' belief in eco labels (EL) and purchase intention (PI).

## CONCLUSION

Green marketing has become a topic of discussion for over three decades, yet a clear definition of green (friendly to environment), as a matter of fact, is not yet well understood especially by the youth. This is in accordance with the study conducted by Hayko and Matulich (2011), who mention that the youth need to be continuously educated about environmentally friendly concepts. This study examines the youth as they are the target of environmentally friendly campaigns; considering the fact that ecology continuity on this earth should be maintained and preserved from now on, they are aware of giving concern toward environmental issues. Therefore, this study explores three exogenous variables that are assumed to influence their intention to purchase environmentally friendly products. The three variables are environmental concern, belief in eco labels, and belief in environmental advertisements. This study concludes that environmental concern has made the youth prefer to choose environmentally-friendly-labeled products over those that do not state "ecology" in their packaging. Young consumers become more convinced to buy environmentally friendly products when there is an eco label on the products. So the function of eco label is to convince consumers that the product is environmentally friendly (Sörqvist, Haga, Holmgren, & Hansla, 2015) so that when they are going to buy a product, they will consider the printed eco label.

This can be explained that theoretically, eco labels are expected to become a sign of a series of actions about products with environmental orientation, and eco labels are expected to protect consumers from confusion in environmental overclaims. Marketers tend to increase the use of eco labels when promoting their products (D'Souza et al., 2006). Nevertheless, this is not in line with the findings of Sharaf et al. (2015), who mention that knowledge and eco labels do not influence purchase decision. Young consumers possessing the character of hedonistic functions tend to not to have high attention toward environmentally friendly products and have an unclear understanding of "green." In line with the study by Pickett-Baker and Ozaki (2008), this study also found

that consumers' belief in environmental advertisements leads to stimulate consumers' intention to purchase environmentally friendly products.

Having the character to move in groups (peer group), youth behavior tends to be socially oriented, where "pressure" from their social group leads them on how to behave—including behavior in consuming something. The social group value functions as a guidance on how to behave in the group (*group conformity*). From the regression analysis with social value function as a moderation, it is proven that social value influences significantly for the youth to believe in the info stated in eco label as a consideration to purchase environmentally friendly products. Information that is not well understood can be supported by the group's assurance so that they are convinced to purchase the products. Nonetheless, social value does not influence the relationship between concern about the environment and belief in environmental advertisements toward purchase intention. This is in line with the studies by Lin and Huang (2012) and Kalafatis, Pollard, East, and Tsogas (1999), which mention that social value does not stimulate someone to behave "green," because having concern for environment is a personal option and not because of social pressure. As a conclusion, the social group becomes an effective medium to stimulate the youth to start to have concern about environmental issues. Product marketers orientating to the young segment can make use of social media to market their products effectively because nowadays, social media is widely dominated by the youth.

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## Research Articles

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Archeology and Economic Studies  
Vol. 10 No. 2 July - December 2016